

## Message Text

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PAGE 01 BOGOTA 11238 051558Z  
ACTION XMB-04

INFO OCT-01 ARA-14 ISO-00 AID-05 CIAE-00 COME-00 EB-08  
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 OPIC-06  
SP-02 LAB-04 SIL-01 OMB-01 PA-02 PRS-01 L-03  
EUR-12 /087 W

-----057276 051623Z /45

P 022202Z DEC 77  
FM AMEMBASSY BOGOTA  
TO SECSTATE WASHDC PRIORITY 5030

UNCLAS BOGOTA 11238

FOR EXPORT-IMPORT BANK

E.O. 11652: N/A  
TAGS: EGEN, EFIN, CO  
SUBJ: SALE OF PRINTING PRESS TO COLOMBIAN NEWSPAPERS, EL TIEMPO  
AND EL ESPECTADOR

REF: A. STATE 275987; B. BOGOTA 11100

1. COMMATT DISCUSSED REFERENCED PURCHASES WITH PUBLISHER  
OF EL TIEMPO AND OWNER OF EL ESPECTADOR. BOTH STATE THEY  
HAVE CHOSEN ROCKWELL PRESSES AND ONLY EL ESPECTADOR EVIDENCED  
CONCERN ABOUT FINANCING.

2. EL TIEMPO PUBLISHER PINILLA NOTED HE HAD DISCUSSED POSSIBLE  
PURCHASE WITH SEVERAL OTHER U.S. FIRMS, INCLUDING HARRIS,  
AND A GERMAN FIRM. EL TIEMPO SELECTED ROCKWELL PRESS BECAUSE  
IT WAS TECHNICALLY THE BEST MACHINERY. PINILLA STATED THAT ROCKWELL  
IS ARRANGING FINANCING WITH EX-IMBANK AND HE DID NOT  
FORESEE PROBLEMS. LOCAL FINANCING EXPECTED TO BE BY BANK  
OF BOGOTA AND 15 PER CENT DOWN PAYMENT NO PROBLEM. HE MADE  
NO MENTION OF OFFERS OF SPECIAL GERMAN FINANCING. EL TIEMPO  
WILL MOVE TO NEW LOCATION SHORTLY AND ROCKWELL EQUIPMENT FIGURES  
PROMINENTLY IN PLANNING ACCORDING PINILLA.

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3. EL ESPECTADOR OWNER CANO STATED HE HAS DECIDED TO PURCHASE  
ROCKWELL PRESS AND EXPECTS RECEIVE MACHINERY IN AUGUST  
1978. HE APPEARED SATISFIED WITH FINANCING TERMS, INCLUDING  
7 YEAR TERM WITH 1 AND A HALF YEAR GRACE, WHICH HE STATED  
ROCKWELL TOLD HIM IT BELIEVES EX-IM WILL PROVIDE. HE DID  
NOT MENTION ANY OTHER FINANCING. CANO DID EXPRESS SLIGHT

CONCERN THAT CREDIT HAD NOT YET BEEN OFFICIALLY APPROVED AND  
ASKED COMMATT TO CHECK. PLEASE ADVISE.

4. FROM ABOVE CONVERSATION IT APPARENT BOTH FIRMS HAVE  
SELECTED ROCKWELL MACHINERY BECAUSE OF TECHINCAL REASONS  
AND BECAUSE OF LONG, VERY CLOSE TIES TO U.S. INDUSTRY.  
EMBASSY RECOMMENDS EX-IM GRANT P/C AND /OR DIRECT CREDIT  
ON MOST FAVORABLE TERMS ASAP IN ORDER CLOSE THE DEAL. ANY  
DELAY COULD CAUSE ONE OR BOTH FIRMS TO RECONSIDER  
THEIR PURCHASE DECISION.

5. ACTION: EMBASSY HAS NO REPEAT NO RECENT EX-IM PROMOTIONAL  
MATERIAL DESCRIBING DIRECT CREDIT PROGRAM AND FINANCING TERMS  
AND CONDITIONS. WOULD APPRECIATE SUCH MATERIAL AS SOON AS  
AVAILABLE.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** SALES, PRINTING, NEWSPAPERS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 02-Dec-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977BOGOTA11238  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770450-0725  
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**Message ID:** 24dfcefb-c188-dd11-92da-001cc4696bcc  
**Office:** ACTION XMB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Reference:** 77 STATE 275987, 77 BOGOTA 11100  
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**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
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**Review Event:**  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
**SAS ID:** 107499  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SALE OF PRINTING PRESS TO COLOMBIAN NEWSPAPERS, EL TIEMPO AND EL ESPECTADOR  
**TAGS:** EGEN, EFIN, CO  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/24dfcefb-c188-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009